

What is X-Cart?



X-Cart is a web based software system that allows you to sell your goods online. It does this by providing an online store for your customers, and a web based administration panel for you to manage your store.

### **What Can Customers Do On the X-cart Store?**

Customers can browse through your store and find products in many ways:

- Featured Products on the home page
- Browsing by product category
- Using the store search facility (search by price, keyword etc)
- Viewing the best sellers list

The amount of detail that customers can view about each product is up to you! You can provide an unlimited amount of text for each product, multiple images and even customer reviews.

If a customer wishes to add the item to their shopping basket, they click on a link and select the quantity they require.

This is then added to their shopping basket. A brief summary of their shopping cart contents is viewable from every page. Customers can easily add and remove items or change the quantity.

When they are finished shopping, they proceed to the checkout, select their payment and shipping methods as defined by you, and make payment (if paying by credit card).

### **How do I manage my store?**

As the store administrator, you will be provided with a username and password to access the secure administration section of you store.

Here you can manage every aspect of the store such as:

- Add, edit or remove products and product categories
- Alter shipping methods and costs
- Define various payment methods
- Define taxation such as VAT etc
- Review Customer Orders
- Track orders
- Print shipping labels
- Download orders in file format for accounts etc
- Backup web site data
- Change store design & layout
- Edit web pages text
- Plus dozens more advanced functions if required

### **How Can I receive Payment?**

The important part! X-Cart has been designed to work with a multitude of payment methods. X-Cart can process orders with the following payment methods: Cheque, Bank Transfer, Gift Voucher, Purchase Order, Bank Draft, Online Credit Card Processing and Offline credit card processing.

### **How can I accept Credit Cards?**

There are two methods: Online and Offline.

Online or Live card payments are processed immediately by a payment processor. The charge is immediately verified which ensures orders are paid for straight away, and that the correct card details have been supplied. In order to use this method, you will require an Internet credit card merchant account and the services of a payment processor. Some services such as WorldPay and ClickPay can provide both of these, whereas RealexPayments can process payments for merchant accounts issued by various Irish & UK banks.

The best option is dependent on your circumstances and the rate each provider will offer you, so shop around.

X-Cart is the only store software to be compatible with all three of Ireland's most frequently used processors: RealexPayments, ClickPay and WorldPay, allowing you to change processors at the click of a button!

Offline Card Payments are processed manually using a credit card terminal that you may already have through an existing merchant account. This method will not have some of the advanced fraud checks provided by the above online processors. Unlike the live method, you must handle the credit card details yourself, which can be a security worry. You should also be aware that your existing merchant agreement may not cover Internet sales.

In addition, you will require a secure certificate for your store.

### **What Support Will be available to me?**

A full manual is available online.

We provide local call support to customers on 1890 924 154, as well as email and web chat support. Upon installation, we assign a personal support representative to help you through the set up stage.

### **How easy is it to add my own design?**

Very. You can make changes to the design and layout of your store through the admin panel. You will require some knowledge of html to make advanced changes.

Cloch Internet can provide design services for a professional job, as can any experienced web designer.

### **What if I need a particular feature that X-Cart does not have?**

Ask us first! X-Cart has so many features; it is easy to miss something! There are also add on modules available at an additional cost, such as the X-Configurator, which allows you to select components to build a product online (ideal for PC sales).

In the event this does not work, we can program in practically anything that is required as the source code is free to be edited and modified as required.

**How Much does X-Cart cost?**

X-Cart costs €349 per year.

This includes:

- 1 year of x-cart service
- Web hosting
- Free .com/.net/.info/co.uk/.biz domain name
- Up to 30 email accounts
- Advanced web statistics
- Lots more features!

NB: All prices are excluding VAT

**How long does it take to get X-Cart up and running?**

Once your order and payment has been received, it takes no longer than 48 hours to get your site up and running.

Once set up, you will be provided with all the required user names and passwords to start your store. As soon as you have logged in, it will only be a few minutes before you have added your first product!

The usual delays occur in setting up credit card processing. You should allow 3 weeks for applications etc to be processed. Once your credit card processing account has been set up, you only need to add the required settings in the admin panel and you are ready to go!

**How can I order?**

Email [sales@cloch.ie](mailto:sales@cloch.ie), or call us on 1890 924 154, where we will be happy to process your order and/or answer any questions you have.

**How is X-Cart paid for?**

The X-Cart service is charged yearly in advance. Payment is accepted by Visa, MasterCard, Laser or cheque.

**X-Cart and it's nearest rivals**

	<b>X-Cart</b>	<b>Eircom</b>	<b>EsatBT</b>
Unlimited Number of Products	✓	✗	✗
Unlimited Categories and Sub Categories	✓	✗	✗
Upload Multiple Product Images	✓	✗	✗
Featured Products	✓	✓	✓
Search Facility	✓	✗	✓
Customisable Shipping Methods	✓	✓	✓
Live Parcel Tracking	✓	✗	✗
VAT/Tax Settings Per Country	✓	✗	✗
Sales Reports	✓	✓	✓
Printable Shipping Label Page	✓	✗	✗
Compatible with all Irish Credit Card Processors + 20 Intl	✓	✗	✗
Free Domain Name	✓	✗	✓
Wholesale Orders	✓	✗	✗
Quantity Discounts	✓	✗	✗
Free Technical Support	✓	✗	✓
Full Hosting Included (email etc)	✓	✗	
Full File Access	✓	✗	✗
Customisable Product Fields	✓	✗	✗
Best Seller List	✓	✗	✗
Stock Control	✓	✗	✗
Web based administration panel	✓	✓	✓
Offline (manual) credit card processing	✓	✗	✗
Optional Customer Registration	✓	✗	✗
Repeat Customer Order History	✓	✗	✗
Email Newsletter	✓	✗	✗
Unlimited Additional Web Pages	✓	✗	✗
Multiple Store Templates	✓	✓	✓
Customisable Design	✓	✓	✓
Customisable Store Layout	✓	✗	✗
<b>Cost</b>	<b>€349</b>	<b>€630+</b>	<b>€359+</b>

NB: All prices are excluding VAT

## X-Cart Features

### **I. Setup and Support**

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No programming required  
HTML knowledge is optional  
Web based installation wizard  
Easy to use browser based admin interface  
Import your existing database  
Bulk upload products and pictures  
Out-of-the-box storefront system  
Customizable localization: multi-language, configurable currency symbol and weight/dimension measurement units, configurable list of states/provinces  
Free customer support  
Free access to all future releases  
Built-in self-upgrade engine

### **II. Design and Layout**

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100% template-based system  
Fully customizable design & layout  
Choose from several pre-designed template schemes and color sets  
Complete "site-builder" package  
Intuitive navigation  
Support for thumbnails  
Categories thumbnail images  
Unlimited number of product images  
Side-bar "mini-cart" viewable at all pages  
Integrated store search  
Build-in template editor: preview, edit and restore templates  
WYSIWYG content editor (webmaster mode)  
CSS-compatible design. Cascading Style Sheets allow you to change styling of your pages with ease.  
Debug console: displays a tree of templates for all pages  
We offer integration services for your design  
We offer custom design services

### **III. Customer Care**

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All orders stored in SQL database  
Customers can search & browse personal order history  
Real time order tracking  
Customer can choose between account registration and express checkout  
Password reminder for customers  
Customizable e-mail notifications/invoices  
Automated repeat customer tracking  
Wish list  
Built-in newsletter subsystem  
Multiple customer types w/unique pricing for every customer type  
Memberships and special pricing  
Optional affiliate program

### **IV. Product Catalog**

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Unlimited number of products  
Unlimited number of categories  
Unlimited category nesting  
Members-only categories  
"Featured Products" box  
Automated display of bestsellers  
Related products, up selling and cross selling  
Add multimedia clips to your products  
1-click enable/disable switch for products and categories  
Support for up to two different currencies  
Automatic currency conversion  
Search by title, description and category

### **V. Product Details**

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Unlimited product options/variants/properties w/optional price modifiers  
Unlimited custom input fields for products  
Add custom information field for products

### **VI. Merchandising and Inventory**

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Discount coupon codes and gift certificates  
On-screen mini-cart with brief cart info  
Full inventory control  
"Out of Stock" Messages  
Quantity discounts

products  
Customer-defined prices (optional)  
HTML-enriched product descriptions (optional)  
Unlimited number of product images  
Multiple pricing for quantities (unlimited price breaks)  
Multi-homed products (list a product in up to 4 categories)

Quantity discounts  
Retail and wholesale price  
Limit minimal order amount

## VII. Shipping and Tax

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Real-time USPS, FedEx and UPS shipping calculation  
Unlimited number of custom-defined shipping methods  
Weight, order total and per-item based shipping  
Weight limit for shipping methods  
Markups for realtime shipping methods  
Flat rate shipping  
Mark your products as "free shipping" products  
Issue promotional "free shipping" coupons to your customers  
Add handling/freight charges  
Handle international, domestic and local shipping  
Restrict shipping by location  
Allow your customers to choose shipping methods  
Full support for downloadable goods (e-goods)  
Customizable sales tax calculation  
Product-specific taxes (optional)  
Organize your tax & shipping settings in zones by location

## VIII. Payment Gateways & Methods

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Accept payments in any currency  
Real-time credit card processing:  
- RealexPayments  
- ClickPay  
- Authorize.NET  
- Bank of America  
- BluePay  
- CyberCash  
- EFSnet  
- ePDQ  
- eWAY  
- GestPay (Italy)  
- GoChargeIt  
- IntelliPay  
- InternetSecure  
- iPaymentInc  
- iTransact  
- LinkPoint  
- MerchantManager  
- MultiPay  
- PayByCheck  
- Paymentech  
- PayGateway  
- PayNet  
- PayPal  
- PaySystems  
- Plug'n'Pay  
- ProcessUSA  
- ProxyPay3  
- PSIGate  
- SaferPay  
- SECPay  
- SkipJack  
- USAePay  
- VeriSign  
- WorldPay  
Other payment methods:  
- WTS bank  
- E-Gold and E-Dinar  
Manual (offline) credit card processing  
Accept PayPal payments  
Accept checks, purchase orders and phone orders

## **IX. Sales Analysis & Tracking**

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Comprehensive statistics:

- Number of orders
- Number of customers
- Product views
- Category views
- Products removed from cart by customers
- Sales by product / best sellers
- Total sales

Searchable order data  
Order data is easy to print  
Printable shipping labels  
Search engine & incoming traffic tracker: the cart keeps referrer data for all customers  
Shipment/fulfillment interface  
Export sales & customer data for use in a spreadsheet

## **XI. Search Engine Friendly**

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Pages can be indexed by all major search engines  
Autogenerated static HTML catalog (optional)  
Define custom META tags for every category  
Customer referrer info is stored in database

## **XIII. Web-based control panel**

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Password-protected administrative access  
All changes are real-time  
Control the cart from anywhere in the world using your web browser  
Unlimited number of admin accounts  
Support for restricted "shipping/fulfillment" admin accounts

## **X. Database and Platform Compatibility**

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Open source PHP code  
Support for UNIX/Linux, Windows and Mac OS X servers  
Powered by MySQL database  
100% customizable template-based look & feel  
Multi-language: your e-store can work with unlimited number of languages  
Payment processing modules for all major gateways  
Full HTTPS/SSL support  
Flexible implementation: you can easily add new features and/or disable existing ones.  
Free access to all future releases

## **XII. Repeat Customer Accommodation**

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All customer data is stored in database  
Greet repeat visitors  
Registered customers can be offered discounts  
Registered customers do not have to enter their data again  
Registered customers can edit their profile  
Registered customers can access history of their orders  
Built-in newsletter engine  
Real-time order tracking for registered customers  
Moderated product reviews and ratings

## **XIV. Security**

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Full HTTPS/SSL support  
Secure HTTPS/SSL administrative access (optional)  
Password-protected administrative access  
Encrypted customer data  
PGP-encrypted e-mail notifications (optional)  
Real-time security notifications of all failed login attempts  
Backup sub-system

## **XV. Affiliate system (available for additional fee)**

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Commissions database  
Unlimited number of affiliates  
Individual (per-affiliate) commission settings  
Export affiliate data for use in a spreadsheet  
Search affiliate database  
Import affiliate payment info from plain-text file  
View/Upload/Delete banners

The above list is not exhaustive!  
Additional features can be added.